

Tips For A Successful Popcorn Sale

Here are a few tips that will help your Unit have a successful popcorn sale:

- ◆ Develop your Ideal Year of Scouting and then set your budget to establish a unit goal. Let popcorn help fund your quality Scouting program.
- ◆ Choose a Popcorn Sale Chairman early in the year.
- ◆ Attend (with your Popcorn Sale Chairman) all the training sessions and pick up all of your materials.
- ◆ Educate parents of the direct benefits to them - i.e. Johnny sells \$XXX amount and gets to go to camp. Explain why this is such an important fundraiser, publicize your goal, how you will use the money raised, explain Scholarship Program, \$1,500 Program, Achievements that can be earned, etc. Show how this fundraiser gives more back to their child than other fundraisers.
- ◆ Set per Scout sales goals. Communicate that goal to everyone.
- ◆ Set per den/patrol sales goals. Communicate that goal to everyone.
- ◆ Invite *EVERYONE* to a big Unit Kickoff for the youth to get all materials and **GET EVERYBODY EXCITED!** All youth should receive at least one Take Order form. *Review all prizes available to the youth.*
- ◆ Establish an additional unit prize program in addition to the council prize program, i.e. Each Scout who sells \$350 gets to go to Cub Parent Weekend (with their parent) or Camporee for FREE!
- ◆ Top seller prizes are ok, but make sure that each boy can earn one or more prizes if he reaches a certain level of sales. Scout Shop gift certificates are good incentives.
- ◆ Promote the *"Fill It Up"* program. Not only will qualifying Scouts receive a patch and certificate from Trail's End Popcorn, but they can be included in a drawing each week that they qualify for a Super Prize.
- ◆ Establish a unit customer base. Make 2 copies of all Take Order forms. One to keep in unit records for next year in case a youth moves, etc. and one for the youth to keep so they can ask when they call on them next year "that probably wasn't enough, was it?"
- ◆ Write and copy a letter for all of your Scouts to use, which explains the popcorn sale. Explain why you are selling, tell the dates of delivery, and explain the benefits for your unit and council. Have your Scouts leave a copy of this letter on the mailbox or newspaper box of peoples home they know who happen not to be at home when the Scouts stops by. This is a good letter to share with parents.
- ◆ Place a notice in the church bulletin - or be on hand before and after church.
- ◆ Visit places most people forget about - the Post Office, Car Dealers, Barber Shops, Civic Clubs etc.
- ◆ Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters and relatives.
- ◆ **MAKE THE SALE FUN AND EXCITING FOR THE SCOUTS! BE ENTHUSIASTIC!!**